

REP HEADLINE# 6400099

*** UNAPPROVED REV #3 ***

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703-516-9680

NOV2/12 13.23

*** WFSB-TV ***

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703-516-9680

NOV2/12 13.23

*** WFSB-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
NOV/12						\$455.00						
CONTRACT TOTAL												\$455.00
TOTAL SPOTS												9

MARKET TOTALS \$455

WFSB 100% WTNH 0% WVIT 0% WTIC 0% WCTX 0% WCCT 0% WHPX 0%

CABL 0%

COMPETITIVE TO FOLLOW

SVC- NSI

DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE



WFSB Fairfield County
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

CONTRACT

Contract / Revision 500604 /		Alt Order # 06400099
Product SEN MAJ PAC *GFSB*		
Contract Dates 10/31/12 - 11/06/12		Estimate #
Advertiser Majority PAC		Original Date / Revision 11/02/12 / 11/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station GFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	GFSB	11/05/12	11/05/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$45.00			
2	GFSB	10/31/12	11/02/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				1	\$45.00			
D 3	GFSB	11/03/12	11/03/12	SA Eyewitness News	6AM-7AM		:30			NM	0	\$0.00
D 4	GFSB	11/04/12	11/04/12	SU Eyewitness News	6AM-7AM		:30			NM	0	\$0.00
5	GFSB	10/31/12	11/02/12	Eyewitness News at Noon	12PM-12:30PM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				1	\$60.00			
6	GFSB	10/31/12	11/02/12	CBS Daytime	1230-2p		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				1	\$60.00			
N 7	GFSB	10/31/12	11/02/12	CBS Daytime	2-3p		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				1	\$60.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	GFSB	10/29/12-11/04/12	CBS Daytime	2-3p	---WThF----	:30		\$60.00	NM		
			See MG 7.2									
	2	GFSB	11/05/12-11/05/12	CBS Daytime	12:30-2pm	M-----	:30		\$60.00	NM		
			MG for 7.1 11/01									
8	GFSB	10/31/12	11/02/12	M-F 3pm-4pm Syndication	2:58pm-4pm		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				1	\$60.00			
9	GFSB	11/03/12	11/03/12	7PM-8PM	7PM-8PM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$35.00			
D 10	GFSB	11/03/12	11/03/12	SA Eyewitness News	7AM-9AM		:30			NM	0	\$0.00
11	GFSB	11/02/12	11/02/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				2	\$45.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB Fairfield County
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision		Alt Order #
500604 /		06400099
Contract Dates	Product	Estimate #
10/31/12 - 11/06/12	SEN MAJ PAC *GFSB*	
Advertiser		Original Date / Revision
Majority PAC		11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays			Spots/Week	Rate				
Totals											9	\$455.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	9	\$455.00	\$386.75
Totals	9	\$455.00	\$386.75

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.